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# Midwest Energy Emissions Corporation Announces Technology Demonstration To Reduce Mercury Emissions With Two U.S. Electric Power Producers

WORTHINGTON, OH, July 18, 2013 /PRNewswire/ -- Midwest Energy Emissions Corp. (OTCQB: MEEC), today announced that it has signed agreements with two U.S. electric utility companies to perform demonstrations of Midwest Energy Emissions' mercury removal technology. These demonstrations are being performed for two separate utilities companies; one located in the southwestern United States and the second in the Midwest. These demonstrations bring the total number of demonstrations completed or contracted to 30, and will be conducted over the coming two months.

Midwest Energy Emissions Corporation develops and employs patented and proprietary technologies to remove mercury from coal-power plant emissions. The U.S. Environmental Protection Agency's (EPA) *Mercury and Air Toxic Standards* (MATS) rule requires that all coal- and oil-fired power plants in the U.S., larger than 25 mega-watts, must remove roughly 90% of mercury from their emissions by April 16, 2015. ME2C employs patented technology that has been shown to achieve mercury removal levels compliant with MATS at a significantly lower cost and with less operational impact than currently used methods.

Alan Kelley, Chief Executive Officer of Midwest Energy Emissions Corporation, stated, "Entering 2013, we set forth a plan to further establish the effectiveness of our patented, multi-stage solution across a broader cross-section of utility customers with differing needs, fuels and systems designs. These two demonstrations announced today come on the heels of some important successes that we noted in our mid-year update. We are certain of our ability to deliver a unique value proposition that will achieve and maintain MATS compliance for our clients in the most cost effective manner. At ME2C, we view cost effectiveness of such emissions reduction to include all plant operating economics, including balance-of-plant impacts and maintaining fly-ash salability for beneficial use, an industry of roughly \$450 million in annual sales revenue. In that regard, our technology, unlike most competing solutions on the market today, maintains that this important revenue stream remains intact for our electric utility clients while we deliver on the stated goal to reduce mercury emissions."

Mr. Kelley concluded, "As we continue to work our way toward April 2015, we believe that our extensive demonstrations program will begin to yield contracts to supply our customers with the best solution for their mercury emissions, and set the stage for consistent operational and financial results for our shareholders."

## **About Midwest Energy Emissions Corp. (ME2C)**

Midwest Energy Emissions Corporation delivers cost effective mercury capture technologies

to power plants and other large industrial coal-burning units in the United States and Canada. The Company's proprietary technology allows customers to meet the new, highly restrictive standards the [U.S. EPA](#) has set for mercury emissions, in an effective and economical manner with the least disruption to their current equipment and on-going operations. For more information, please refer to the Company's website at [www.midwestemissions.com](http://www.midwestemissions.com).

**Safe Harbor Statement**

***With the exception of historical information contained in this press release, content herein may contain "forward looking statements" that are made pursuant to the Safe Harbor Provisions of the Private Securities Litigation Reform Act of 1995. These statements are based on management's current expectations and are subject to uncertainty and changes in circumstances. Investors are cautioned that forward looking statements involve risks and uncertainties that could cause actual results to differ materially from the statements made. Matters that may cause actual results to differ materially from those in the forward-looking statements include, among other factors, the gain or loss of a major customer, change in environmental regulations, disruption in supply of materials, a significant change in general economic conditions in any of the regions where our customer utilities might experience significant changes in electric demand, a significant disruption in the supply of coal to our customer units, the loss of key management personnel, failure to obtain adequate working capital to execute the business plan and any major litigation regarding the Company. In addition, this release contains time-sensitive information that reflects management's best analysis only as of the date of this release. The Company does not undertake any obligation to publicly update or revise any forward-looking statements to reflect future events, information or circumstances that arise after the date of this release. Further information concerning issues that could materially affect financial performance related to forward-looking statements contained in this release can be found in the Company's periodic filings with the Securities and Exchange Commission.***

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